

**PROFESSIONAL BIOGRAPHY**

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*Content professional with 7+ years of experience and 4000+ consulting hours dedicated to fusing data and creativity for electrifying content results. Multidisciplinary, creative, and professional with proven skills in writing, editing, and leadership.*

**EDUCATION**

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Aug 2011—Aug 2016 Washington State University  
 B.A Creative Writing and Japanese, Editing and Publishing Certificate  
*Member of the WSU Honors College*

Jan 2016—May 2016 Nanzan University • Nagoya, Japan  
 Center for Japanese Studies Intensive Language Program

*NOTABLE COURSES* English 498 • *Editing and Publishing Capstone*  
 Created relevant web pages, resume, professional bio, and other digital media necessary for beginning a successful freelance editing career.

English 357 • *Literary Editing and Publishing*  
 Managed a small team to create a fully functioning literary journal.  
 Coordinated outreach to notable members of the target audience.

Honors 499 • *Honors Thesis—Pass with Distinction*  
 Conducted two years of graduate-level research on a thesis titled “Shōjo: The Power of Girlhood in 20th Century Japan,” which was Passed with Distinction

**CERTIFICATIONS & COURSES**

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Jul 2021 Write Copy Like a 6 Figure a Year Copywriter • *StackSkills*  
 Jun 2021 Content Marketing Boot Camp • *Copyblogger Media*  
 Jun 2021 The Copywriting 10 • *Copyblogger Media*  
 Jun 2021 Copywriting: How To Be A Crazy Good Copywriter • *StackSkills*  
 Jun 2021 SEO • *HubSpot Academy*  
 Jun 2021 Content Marketing • *HubSpot Academy*  
 Apr 2021 Advanced SEO Keyword Research • *StackSkills*  
 Dec 2020 日本語能力試験の三級 (N3) • *Japanese Educational Exchanges & Services*

**WORK EXPERIENCE**

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Sep 2019—Present Content Strategist & Editor • *Self-employed (https://lauraabbott.com/)*  
 Used digital marketing principles to create high-performing web copy  
 Conducted content audits to determine the best marketing next steps  
 Coached clients through writing-related problems

May 2020—June 2021 Deputy Editor • *GLOBIS Corporation*  
 Optimized page SERP performance via on-and off-page SEO  
 Used Google Marketing Platform to collect, track, and analyze performance data  
 Interviewed high-profile guests to feature in content.  
 Created optimized written content to convert readers to the company product

- Sep 2016—Aug 2017    Editor • *WSU Professional Editing Service*  
 Copyedited, proofread, or developmentally edited client work with respect to concerns  
 Negotiated contracts with clients to provide the best service while remaining affordable  
 Maintained contact with clients to assist with any further revision concerns
- Aug 2014—Aug 2017    Receptionist & Clerical Aid • *WSU Writing Program Office*  
 Engaged with students, parents, and staff to effectively resolve conflict  
 Quickly and efficiently filed student writing portfolios  
 Maintained confidentiality while handling sensitive or unreleased student information
- Aug 2012—Aug 2017    Mentoring Consultant (formerly known as Administrative Tutor) • *WSU Writing Center*  
 Tutored undergraduate and graduate students; native and non-native speakers of English  
 Designed and executed training modules for the general consultant body  
 Actively managed and mentored volunteers and on-duty consultants
- Jan 2014—May 2014    Writing Consultant • *WSU Critical Literacies Achievement and Success Program*  
 Tutored underrepresented and marginalized students; native/non-native English speakers  
 Remained mindful of the role of contrastive rhetoric and helped students complement their rhetorical styles with academically dominant Aristotelian rhetoric
- Apr 2014—Present    Model • *WSU Department of Fine Arts, Tokyo Artists League*  
 Collaborated with artists to inspire diverse renderings in various mediums  
 Assisted instructors to provide an educational classroom experience for students
- Jan 2013—Apr 2017    Editor • *Self-Employed*  
 Edited technical documents and creative manuscripts at both macro and micro levels  
 Worked closely with clients to provide useful and responsive feedback
- May 2012—May 2015    Lab Technician • *Dr. Iliia Karatsoreos, Washington State University*  
 Accurately replicated established protocols to generate precise and reliable results  
 Handled hazardous tissue with sensitivity, caution, and consideration  
 Assisted lab managers and graduate students with complex technical procedures  
 Remained the only undergraduate in the lab with independent and weekend access

## TEACHING and FACILITATING EXPERIENCE

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- Apr 2017—Apr 2019    Chubu Area Trainer • *ECC Foreign Language Institute*  
 Taught English to groups of 8 to 10 students of all ages in a weekly classroom  
 Designed and conducted training modules for as many as 60 in-training teachers at once  
 Supervised as many as 40 teachers at up to 15 separate schools  
 Wrote and designed workbooks and other training materials from scratch
- Aug 2012—Aug 2016    Small-Group Facilitator • *WSU Writing Program Small Groups Program*  
 Facilitated groups of 4 or 5 students in a weekly peer-review-based classroom  
 Conducted mini-lessons on aspects of rhetorical composition based on student need

## INTERNSHIPS

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- Feb 2014—Dec 2016    Primary Editing Intern • *Hydra House Books*  
 Read submissions and justified their literary merit to Editor-in-Chief  
 Designed and implemented online forms to better serve submitting authors  
 Enthusiastically represented Hydra House at several reputable conferences  
 Converted and uploaded e-books publications to various vendor platforms
- Aug 2012—May 2015    Poetry Editing Intern • *The Palouse Review*  
 Worked closely with faculty advisors to develop an 'eye' for well-crafted submissions  
 Read and critiqued submissions  
 Helped develop guidelines and image of Spring 2013 pilot issue
- Aug 2013—Apr 2014    Editing Intern • *The Blood Orange Review*  
 Designed and tested curricula for the new Editing and Publishing Certificate at WSU  
 Read submissions and justified their literary merit  
 Collaborated with fellow interns to create a high-quality submission selection

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## CONFERENCES

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- Aug 19-23, 2015      Representative & Attendee • *Sasquan (aka WorldCon)*  
Represented Hydra House books in a positive, enthusiastic, and engaging manner  
Attended panels and presentations relevant to Hydra House Books  
Answered attendee questions regarding services of Hydra House Books
- Jul 12-19, 2015      Panelist • *Writing Program Administrators Conference*  
Presented on mentorship structure; balancing managerial power and mentoring authority  
Represented Washington State University in a positive and engaging manner  
Engaged audience members in a public dialogue about writing center administration
- Oct 10-11, 2014      Vendor/Representative • *Geek Girl Con*  
Represented Hydra House books in a positive, enthusiastic, and engaging manner  
Assisted in the sale of books and media at Hydra House Books booth  
Answered attendee questions regarding services of Hydra House Books
- Feb 26-Mar 1, 2014      Attendee • *Association of Writers and Writing Programs (AWP)*  
Attended seminars including “Poetries in a changing Japan,” “Writing Outside:  
Interdisciplinary Approach to Writing,” “The author-editor relationship,” and more.

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## HONORS and AWARDS

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- December 2015      Benjamin A. Gilman International Scholarship  
December 2015      American Association of Teachers of Japanese Bridging Scholars Scholarship  
April 2015          Stanley P. Williams Award for Tutoring Excellence  
April 2015          Boren Award Alternate  
May 2014—May 2015      Vice President • *Phi Sigma Pi National Honor Fraternity*  
May 2013—May 2014      Brother-at-Large • *Phi Sigma Pi National Honor Fraternity*  
2014—2015          Sybil Brooks Carlton Merit-based Scholarship  
2013—2014          Howard and Ada Hunt Merit-based Scholarship  
2011—2016          Cougar Academic Award Merit-based Scholarship

**References Available Upon Request**